

Order / Rev: 711396
 Alt Order #: 06302447
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: American Federal State County Municipa
 Product Desc: ISSUE(OH-16)/3203
 Estimate: 3203

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/01/12	10/05/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	10	\$800.00	P-3	0.00	NM	10	\$8,000.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	10		\$800.00		0.00						
E 4	WKYC	10/01/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	10	\$1,000.00	P-3	0.00	NM	10	\$10,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	10		\$1,000.00		0.00						
E 5	WKYC	10/01/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$2,000.00	P-3	0.00	NM	5	\$10,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	5		\$2,000.00		0.00						
E 6	WKYC	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$3,500.00		0.00						
E 7	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	2		\$2,500.00		0.00						
E 8	WKYC	10/06/12	10/06/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
MLB BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	4		\$1,000.00		0.00						
E 9	WKYC	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$3,000.00		0.00						
E 10	WKYC	10/07/12	10/07/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00		0.00						
E 11	WKYC	10/07/12	10/07/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$10,000.00		0.00						
E 12	WKYC	10/07/12	10/07/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$3,500.00		0.00						
													Totals	52	\$85,200.00